

ALFOODACT 027-2010 Kellogg Company Recalls Select Brand Cereals

Date Issued: June 25, 2010

Deliver immediately to the following Army, Navy, Air Force, Marine Corps, Coast Guard, or other Activities as appropriate:

Regional Veterinary Commanders;

Public Health Officer/Medical Food Inspection Personnel;

Regional Veterinary Laboratory Consultant;

Medical/Veterinary Authority;

Preventive Medicine Officer;

TISA Officer;

Food Service Officer/Troop Support Warehouse Manager;

Club Managers;

Defense Commissary Agency Staff Veterinarian;

Defense Commissary Agency Regional Director;

Defense Commissary Agency Central Distribution Centers;

Commissary Officer;

COCOM Staff Veterinarian;

HQ, AAFES, Staff Veterinarian;

HQ, AAFES-Europe, Staff Veterinarian;

Exchange System Manager;

Restaurant Officer;

Nutritional Medicine Services;

NAVSUP/Staff Veterinarian;

RESALEACT/RESALEACT DET;

Public Information Officer/Public Affairs Officer;

Chief, MWR;

DSSC/Issue Commissary Officer;

Supply Office;

Defense Supply Center Philadelphia-Europe;

Defense Supply Center Philadelphia-Pacific;

DLA Depots and Supply Points/Defense Subsistence Officers;

Defense Subsistence Storage Facilities;

US Army Europe & Europe Regional Veterinary Command;

Assistant Administrator (AA) and Deputy AA, Office of Public Health Science, FSIS;

AA and Deputy AA, Office of Field Operations, FSIS;

1. REFERENCES:

a. DLAR 4155.26/AR 40-660/NAVSUPINST 10110.8c/AFI 48-116/MCO 10110.38c, DOD Hazardous Food & Nonprescription Drug Recall System.

b. Allied Communications Publication 121, US SUPP-1 (f).

2. BACKGROUND:

Kellogg Company is implementing a voluntary recall of certain breakfast cereals due to an uncharacteristic off-flavor and smell coming from the liner in the package.

3. PRODUCTION DATES/IDENTIFYING CODES:

Only products with the letters "KN" following the Better If Used Before Date are included in the recall.

Kellogg's Apple Jacks

UPC 3800039136 1: 17 ounce package with Better if Used Before Dates between APR 10 2011 and JUN 22 2011

UPC 3800039132 3: 8.7 ounce packages with Better if Used Before Dates between JUN 03 2011 and JUN 22 2011

Kellogg's Corn Pops

UPC 3800039109 5: 12.5 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011

UPC 3800039111 8: 17.2 ounce packages with Better if Used Before Dates between MAR 26 2011 and JUN 22 2011

UPC 3800039116 3: 9.2 ounce packages with Better if Used Before Dates between APR 05 2011 and JUN 22 2011

Kellogg's Froot Loops

UPC 3800039118 7: 12.2 ounce packages with Better if Used Before Dates

between MAR 26 2011 and JUN 22 2011

UPC 3800039120 0: 17 ounce packages with Better if Used Before Dates
between MAR 26 2011 and JUN 22 2011

UPC 3800039125 5: 8.7 ounce packages with Better if Used Before Dates
between MAR 26 2011 and JUN 22 2011

Kellogg's Honey Smacks

UPC 3800039103 3: 15.3 ounce packages with Better if Used Before Dates
between MAR 26 2011 and JUN 22 2011

4. MANUFACTURER/DISTRIBUTOR:

Kellogg Company
Battle Creek, Michigan
888-801-4163

5. DISTRIBUTION: Nationwide. Known Positive in Defense Commissary
Agency (DeCA).

6. REASON FOR ACTION: Uncharacteristic off-flavor and smell coming from
the liner in the package.

7. INSTRUCTIONS AND ADDITIONAL INFORMATION FOR MESSAGE RECIPIENTS:

a. Immediately inventory stocks to identify the above items and secure
in a "Medical Hold" status to provide assurance of no further
issue/sale/use. POSITIVE FINDINGS should be reported to Accountable
Officers/Vendor Representatives of that facility. Accountable
Officer/Agency representatives/Buyers/Contracting Officers should seek
refund/credit/replacement through the normal distribution channel with
which the product was received (i.e. Distribution Centers, Prime
Vendors, or Manufacturers).

b. Ships at sea are authorized to destroy or dispose of recalled
products at their discretion. Documentation for the number of pounds and
cases, and any additional pertinent information must be signed by the
Accountable Officer and is required for the purpose of recouping to the
government the cost of the product involved. In order to get credit
please use a SF 364 and forward to your supporting FISC and copy
furnished to NAVSUP 51. Your supporting FISC should forward to the
account manager at DSCP. The form should include the number of the
recall authorizing the survey action. Home ported ships/galleys will
utilize DD form 1149 to transfer w/ reimbursement to the PV. The PV
will submit credit invoice to the account manager at DSCP.

c. DSCP Subsistence Prime Vendors must report POSITIVE and NEGATIVE
RESPONSES directly to the their DSCP Contracting Officer with a courtesy
copy to the Consumer Safety Officer (dscpconssafofc@dla.mil).

d. DeCA, AAFES, MWR, VA, MCCS, or other non-DSCP agencies SHOULD NOT
respond to DSCP Consumer Safety Officer. These agencies should report
POSITIVE and NEGATIVE responses in accordance with their agency recall

policies.

e. When corresponding with DSCP concerning this message please include this message's subject in your subject line.

8. The Point of Contact for this ALFOODACT message is CW3 Porter C. Burnett, DSCP Command Liaison Officer at DSCP-FTW. VOICE, DSN: 444-2922, Commercial (215) 737-2922, or by FAX, DSN: 444-7526, or Commercial, (215) 737-7526, email dscpconssafofc@dla.mil.

9. Individuals or groups that would like to receive recall messages electronically can forward their email address to dscpconssafofc@dla.mil, with "add to list" in the subject line. To be removed from the list place "remove from list" in the subject line.

10. Previous recalls and frequently asked questions are available at the following web site: <https://www.dscp.dla.mil/subs/fso/alfood/alfood.asp>. The navigation tool to the left allows you to also view DSCP Alerts and Archived Vendor Recalls.